

Message Text

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ACTION EUR-12

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E.O. 11652: N/A

TAGS: BEXP, NL

SUBJ: FY 76 CCP: SECOND QUARTER PROGRESS REPORT

REF: A. HAGUE 6488; B. HAGUE 5382; C. STATE 244219

ALL ACTIONS REQUIRED BY DECEMBER 31 COMPLETED AS STATED IN CCP EXCEPT: A. CAMPAIGN ONE (COMPUTERS & COMPUTER RELATED EQUIPMENT) ITEM 14: DID NOT CONDUCT ADS SOLICITATION FOR PARIS TRADE CENTER SHOW ON DATA COMMUNICATIONS EQUIPMENT BECAUSE PAST EFFORTS OF THIS TYPE HAVE PRODUCED NO RESULTS. IT MIGHT BE MORE EFFECTIVE TO INFORM EXHIBITORS OF ADS WHEN RECRUITING FOR SHOW. ITEM 11: 39 DUTCH BUSINESSMEN PARTICIPATED IN CHARTER FLIGHT TO SYSTEMS 75, MUNICH, GREATLY EXCEEDING EXPECTED PARTICIPATION OF 25.

B. CAMPAIGN TWO (ENVIRONMENTAL CONTROL INSTRUMENTATION AND EQUIPMENT) ITEM 5: ADS SOLICITATION NOT DONE BECAUSE FINAL LIST OF EXHIBITORS AT MILAN TRADE CENTER SHOW NOT RPT NOT RECEIVED. NEARLY ALL FIRMS ON PRELIMINARY LIST, WHICH WAS RECEIVED, WERE ALREADY REPRESENTED IN THE NETHERLANDS.

C. CAMPAIGN FOUR (ENERGY SYSTEMS) IN ADDITION TO REQUIRED CCP ACTIONS, ARRANGED WITH MANAGEMENT OF PETROTECH 76, AMSTERDAM, APRIL 6-9, 1976, TO SECURE BOOTH FOR OIL AND GAS DRILLING EQUIPMENT CATALOG SHOW AT LITTLE OR NO COST TO USG (REF A). BEGAN SOLICITATION OF CATALOGS FROM US FIRMS.

D. CAMPAIGN SIX (BUILDING & CONSTRUCTION EQUIPMENT AND SUPPLIES, INCLUDING HARDWARE AND DO IT YOURSELF) ITEM 7: ATTEMPTED TO UNCLASSIFIED

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ORGANIZE GROUP CHARGER FLIGHT TO NATIONAL BUILDING SHOW,

CHICAGO OCTOBER 21-23, 1975, BUT THERE WAS INADEQUATE RESPONSE. NEVERTHELESS, AT LEAST THREE DUTCH BUSINESSMEN ATTENDED ON THEIR OWN.

E. CAMPAIGN SEVERN (CONSUMER GOODS/CONSUMER GOODS MANUFACTURING EQUIPMENT, COMPONENTS& MATERIALS) ITEM 9: TOP SOLICITATION AT GARDEN & PARKS EXHIBITION, UTRECHT, NOT DONE BECAUSE OF SMALL SIZE OF SHOW. ITEM 10: PROPOSED GROUP FLIGHT TO INTERNATIONAL HOTEL/MOTEL EXPOSITION DID NOT TAKE PLACE BECAUSE OF LACK OF INTEREST. ITEM 13: NO FREE PUBLICITY WAS AVAILABLE FOR NATIONAL HOUSEWARES EXHIBITION.

F. CAMPAIGN NINE (DEVELOPMENT OF TRAVEL TO US) ITEM 9: DISTRIBUTION OF TRAVEL TRADE JOURNALS AND PUBLICATIONS NOT DONE BECAUSE OF INABILITY TO SECURE SUCH MATERIAL. ITEMS 11 AND 12: THESE ACTIVITIES NOT UNDERTAKEN BECAUSE OF CHANGE IN EMPHASIS IN THIS PROGRAM. HOWEVER SERIES OF ACTIONS TAKEN DURING QUARTER TO IMPROVE AND STREAMLINE ALL ACTIVITIES RE ENCOURAGEMENT OF TRAVEL TO US: (1) VOLUNTEERS OF TRAVEL USA BOOTH, AMSTERDAM, GIVEN GREATER RESPONSIBILITY, WHICH THEY ENTHUSIASTICALLY ACCEPTED AND IMPLEMENTED; (2) EXTENDED INFO RETRIEVAL ON TRAVEL INQUIRERS AND RECORD KEEPING OF TOURIST PUBLICATIONS TO IMPROVE SERVICE TO TRAVEL TRADE; (3) VOLUNTEERS PROCESSED 566 REQUESTS FOR VISIT USA INFORMATION, INCLUDING 52 FROM TRAVEL AGENCIES (NEW ACTIVITY) DURING QUARTER; (4) WE HELD SEVERAL MEETINGS WITH BOARD AND MEMBERSHIP OF VISIT USA FOUNDATION TO DISCUSS IMPROVED PROGRAM AND MORE CLEARLY IDENTIFY GOALS AND ACTIVITIES; (5) SEVEN MAJOR TRAVEL AGENCIES HAVE EACH ISSUED SPECIAL SERIES OF MANY MULTI-COLORED ILLUSTRATED TOUR PACKAGES TO USA. AIRGRAM ON DEVELOPMENTS RE TRAVEL PROGRAM IN PREPARATION. GOULD

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